

MACLEAN'S

CANADA'S NATIONAL MAGAZINE

JANUARY 1, 1944 • TEN CENTS



BLOC POPULAIRE QUIZ • VANSITTART on GERMANY

What many doctors
think about that cold

of yours



VIRUS frequently starts it

FATIGUE often helps it along

GERMS can make it troublesome

Research showed that antibiotic germs need early, often and regularly, may help keep off a cold or lessen its severity

The first you get when a cold is when a cold germs start. Sometimes you can catch a cold even when you are a good cold germ.

Overcoming medical opinion now holds that colds are caused by germs. There is a common family of germs called the "rhinovirus" family. These germs are found in the nose, throat, and in the air. They are also found in the hands of people who have been in contact with a cold germ. They are also found in the hands of people who have been in contact with a cold germ.

What Germs Do When You Catch One

There is a considerable body of evidence that colds are caused by germs. The cause of a cold is still not known.

This is why it is important to keep your hands clean. You should wash your hands frequently with soap and water. You should also avoid contact with people who have colds.

That is why, we believe you should keep a good cold germ from spreading.

What Germs Do When You Catch One

Think of it! They are so small you can't see them with the naked eye.

They are so small you can't see them with the naked eye. They are so small you can't see them with the naked eye.

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LISTERINE ANTISEPTIC

MADE IN CANADA

TOOTHACHE, BRUISES, SAFE FOR MORE THAN 45 YEARS

In the Editor's Confidence

WE DON'T say this as a joke any more, but we say it as a fact. We say it as a fact that you have been in the Editor's Confidence for a long time. We say it as a fact that you have been in the Editor's Confidence for a long time.

We have had in the Editor's Confidence for a long time. We have had in the Editor's Confidence for a long time. We have had in the Editor's Confidence for a long time.

Among the people who are in the Editor's Confidence for a long time. We have had in the Editor's Confidence for a long time. We have had in the Editor's Confidence for a long time.

We are in the Editor's Confidence for a long time. We have had in the Editor's Confidence for a long time. We have had in the Editor's Confidence for a long time.

What about the Editor's Confidence? We say it as a fact that you have been in the Editor's Confidence for a long time. We say it as a fact that you have been in the Editor's Confidence for a long time.

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Crush Germany ... or Else!

By
RT. HON. LORD VANSITTART

Following is a review of the British diplomatic service. It is a review of the British diplomatic service. It is a review of the British diplomatic service.

BY THE way, it is not only the British diplomatic service that is in the Editor's Confidence. It is also the British diplomatic service. It is also the British diplomatic service.

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Smash the Junkies and Industrialists ... Destroy German youth, police and propaganda ... Or lose the peace—Vansittart!



time like this demands
strong minds ++ great hearts
++ and ready hands ++++

A TRIBUTE TO THE

GENERAL MOTORS DEALER

To the courage, initiative, and enterprise of a staff of maintaining essential civilian transportation—Canada has always, before, protecting owners until new cars and trucks could come to look with appreciation and gratitude can be produced.

These men of motor pioneered the modern. And despite all handicaps, all discouragement, transportation which has done so much to furtherments, General Motors dealers have continued our nation's growth. They put each wheel under its need—and ride out—all emergencies... to serve Canada's motorists worthily and willingly.

With the coming of war, they were called upon throughout the whole war period.

They shouldered new responsibilities and critical obligations. Upon their resourcefulness, determination and means of moving forward even under war and energy, devolved the urgent duty of continuing. They have retained their facilities, "Saving the Wheels that Serve Canada," placed in good-will, maintained sound financial

Complicated by restrictions, rationing and shortages. Thus, when Victory comes, they will be regulations, the assignment presented a dispatch policy to swing promptly and unexampled difficulties. Materials were scarce and smoothly, into a—equipment largely irreplaceable. Trained men retention of their peace-time lot for the war—skilled help was at a premium. Men of making Canada

Yet Canada's automobile dealers—and in particular General Motors dealers—will increasingly prosper, up their sleeves and went to work on the increasingly great.

GM
GENERAL
MOTORS



PONTIAC



OLDSMOBILE



CADILLAC





The March of the Hundred Thousands

THESE are our finest. Canada will welcome them home . . . the hundred thousands, the men and women who have faced death that their country, their own land, might be free. They shall come with firm stride and confident shoulders and bright eyes!

What have you to offer them, Canada?

Farm, city, town, village, wood, stream, hill, gold, silver, radium, aluminum, fish, game, wheat, wool, leather, fur.

Well, there they are . . . and in addition, the millions, the dollars that were saved in Victory Loans, and that exist in a country's credit, and that are in

her resources and in her peoples, your dollars, your savings, *yours*.

We found and are finding the money that is creating Victory. We shall find it again and again, if necessary, until the Axis is no more. We shall hold our Victory Bonds and our War Savings Stamps and our War Savings Certificates, the sinews of our war effort, against Tomorrow.

And if we can find the money for War, we can, for the hundreds of thousands and the millions, find the billions to create Peace . . . to give every man, woman, and child in Canada Unlimited the Four Freedoms and more!

That's a promise, Canada.



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BREWING
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as a tribute to Canada's determination
to win the war and win the peace.